

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraphs at ~~page 4, lines 6-10~~, with the following paragraphs:

A¹
FIG. 6B is a sample table from the electronic program guide in accordance with a second embodiment of the invention; [[and]]

FIG. 6C is a sample table from the electronic program guide in accordance with a third embodiment of the invention; [[.]]

~~Please add the following new paragraphs at page 4, line 11:~~

A²
Fig. 7A is an exemplary representation of a discrete mapping in accordance with an embodiment of the invention; and

Fig. 7B is an exemplary representation of mapping in a continuous fashion in accordance with an embodiment of the invention.

Please replace the paragraph at ~~page 4, lines 13-20~~, with the following paragraph:

A³
FIG. 1 illustrates a television programming recommender 100 in accordance with the present invention. As shown in FIG. 1, the television programming recommender 100 evaluates each of the

A3 programs in an electronic programming guide (EPG) 110 to identify programs of interest to a particular user. The set of recommended programs can be presented to the user using a set-top terminal/television 15[[0]], for example, using well known on-screen presentation techniques.

Please replace the paragraph at ~~page 8, lines 9-19~~, with the following paragraph:

A4 The illustrative decision tree 302 includes a root node 315 and a number of sub-nodes, such as sub-nodes 340, 345, 350, 355, and 360 and 361. Each node and sub-node in the decision tree 302 corresponds to a given attribute and each branch connecting two nodes corresponds to a specific attribute-value pair (or set of attribute value pairs). Each leaf node in the decision tree 302, such as the leaf nodes 370-[[375]]376, corresponds to either a positive or negative recommendation for a program mounted at the corresponding leaf node. In addition, the corresponding score assigned to a program satisfying the rule is indicated adjacent to the leaf node 370-[[375]]376.

Please replace the paragraph at ~~page 11, lines 19-32~~, with the

following paragraph:

FIG. 6B is a sample table from the electronic program guide 600 in accordance with a second embodiment of the invention. Specifically, the embodiment of FIG. 6B presents each program together with a numerical mapping of the recommendation score onto a color scheme, in the manner described above. In addition, each cell provides an indication of the most significant attribute that contributes to the overall recommendation score. It is noted that for a color mapping implementation, a range of scores can be discretely mapped to a given color, as discussed above, or a score can be mapped to a color in a continuous fashion. Fig. 7A again shows such a discrete mapping of scores, while Fig. 7B represents scores being mapped in a continuous fashion. Thus, a user can review the electronic program guide 600 and quickly identify the programs with dark green, associated with the mostly strongly recommended programs.
